MOTIVATION PROFILES

Have you ever wanted to understand what drives people towards more sustainable choices? This tool lets you make more educated decisions.

REQUIRED ROLES
Project manager, content owner,
insight specialist, panel survey service provider

PREREQUISITES
Local context understanding,
100 Smart Everyday Choices

OVERVIEW

With the help of Motivation profiles you will understand what lies behind our choices and acts. This understanding enables you to promote sustainable change through these underlying motivations.

FIGURE 1.
MOTIVATION PROFILES REPRESENT DIFFERENT CONSUMPTION MOTIVES AND VALUES

Often, saving the planet is not our primary motivation when we make choices. The primary motivations usually concern health and wellness, for example, saving time, being a member of a community or bringing joy to your close ones. How can we steer people towards sustainable choices using these separate motivations?

This does not mean demographic-based segmentation, but rather a grouping of an individual's behavioural models into motivation profiles. A young student from a large city may have the same motivations as a senior citizen from a smaller town. Also, motivations may change in different situations and cultures.

Conducting this research will open your eyes to a new way of thinking about sustainable business development and marketing. ●
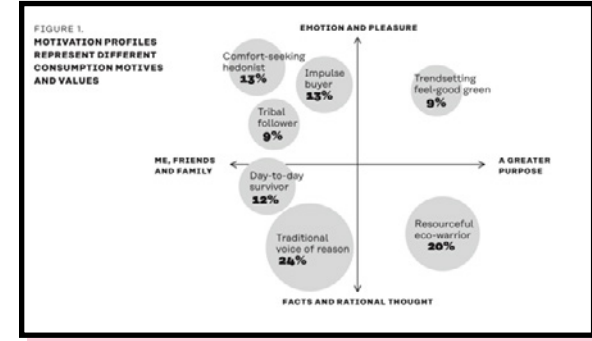
PAYOFFS

1 **The creation** of sustainable lifestyle motivation profiles, which will help you to catalyse action.

2 **People start** to perceive sustainable lifestyles from a different angle than they are used to, which can be rewarding and appealing to them. A sustainable life = a good life.

3 **The profiles** and workbook are handy for steering your work and you can make use of the profiles in other projects as well. ●

Results — Finland

⊘ Dozens of companies and non-profit organizations have used motivation profiles in their business planning.

⊘ Many articles about the motivation profiles of Finns have been published in major news media.

⊘ This insight has been used as a tool in development programmes to catalyse action (see Accelerator programme for businesses)
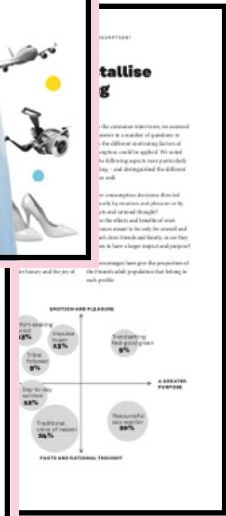
WHAT IS NEEDED

You should understand the local context and culture to properly localise the motivation profiles. For example, in Finland, the profiles carry exaggerated, tongue-in-cheek names that help convey their meaning, but a similar tone might not work in your country or region.

Consider how you will use the end results – do not needlessly complicate the process, the questionnaires or the profiles themselves. Take advantage of ready-made questionnaires and use them as much as possible.

You should have **100 Smart everyday choices** or a similar action list on hand to be used in the interviews. ●
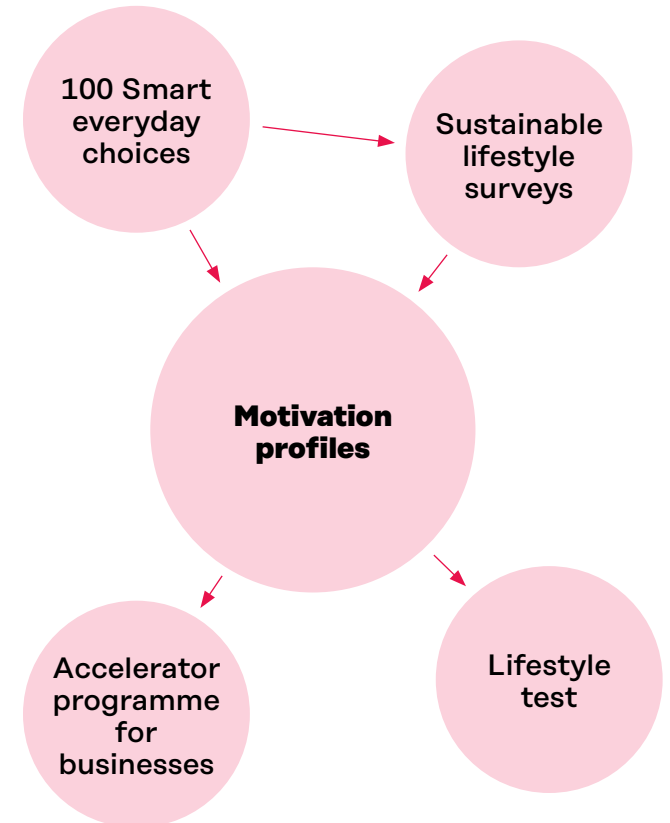
TEAM AND RESOURCES REQUIRED
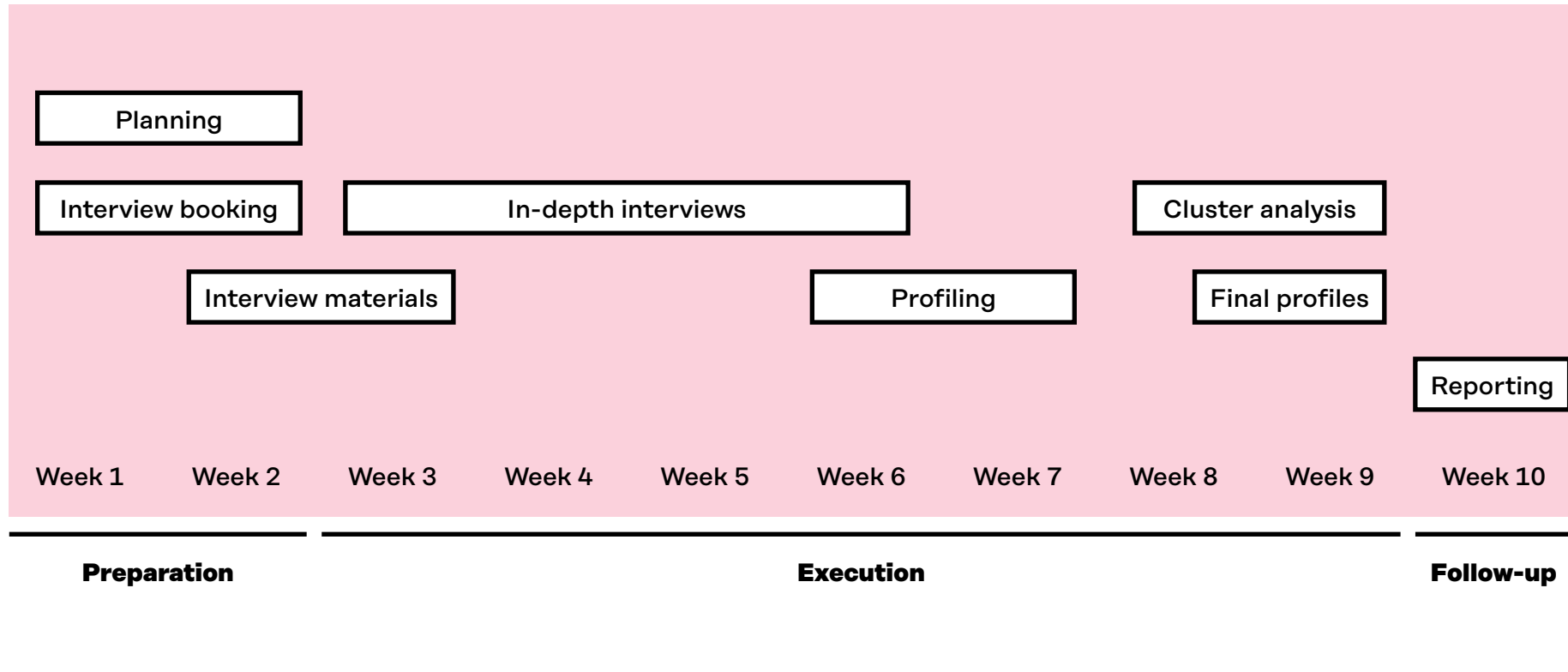
In your team:
● Project manager
● Content owner

Additional roles:
These can be outsourced.
● Insight specialists to conduct the interviews and draw the conclusions (hypotheses profiles and final profiles)
● Panel survey service provider to quantify the profiles.

100 Smart everyday choices

Sustainable lifestyle surveys

Motivation profiles

Accelerator programme for businesses

Lifestyle test

BLUEPRINT

Planning									

Interview booking

In-depth interviews

Cluster analysis

Interview materials

Profiling

Final profiles

Reporting

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10

Preparation   **Execution**   **Follow-up**

EXECUTION

PLANNING

Please note that resource wisdom, sustainable development or other similar concepts related to an ecologically sustainable way of life are not talked about during the interview;' we talk about everyday choices and purchasing behaviour.

INTERVIEW BOOKING

Choose different kinds of people for interview based on their purchasing behaviour and everyday choices. The objective is to gather opinions on different models of behaviour and the motives and attitudes that lie behind them.

For the first round of interviews, try to find interviewees that fit with the following descriptions (those that fit the extremes as much as possible). ●

Use the descriptions when booking the interviews:

⊘ I want to enjoy life and experience new things in my everyday activities. I am willing to put money into this. (Hedonist)

⊘ I stick to options that I have found to be good. I don't rush about or mess around. All that hipster nonsense doesn't cut it with me. (The average guy)

⊘ As a city dweller, I have been exposed to resource-wise choices and I think they are the choice of socially conscious people. Nevertheless, I enjoy living an unrestrained life. (The average girl)

⊘ Money is what decides it. I am very aware of and precise about my financial choices and I always go for the option that is most economical overall. (Careful spender)

⊘ The state of the world and the environment concerns me deeply. My own values are expressed in many of my daily choices and I seek to minimise the environmental impact of my consumption through actions large and small. (Ascetic minimalist and proto-hippy)

EXECUTION

IN-DEPTH INTERVIEWS

Carry out between 15 and 20 in-depth interviews (each approximately an hour and a half long) in different areas and cities with people that represent the different hypothetical profiles. ●

MATERIALS AVAILABLE FOR INTERVIEW PHASE (REQUEST FROM CONTACT PERSON)

Interview questions
for background information

Interview questions
for in-depth information

Visual aids — illustrations
of 36 smart actions

Examples of motivations

In the interviews, look primarily for answers to the following questions:

- ⊘ What acts/choices do they make in their daily life? Why?

- ⊘ What motivates them towards their acts?

- ⊘ What motivates them towards resource-wise acts? What inhibits them? Why?

- ⊘ Do they match the profile? Enriching and elaborating the profiles.

- ⊘ What kind of points and arguments should be used to talk about resource wisdom?

- ⊘ Do the solution hypotheses create value? Do they motivate them towards resource wisdom? Why? Why not?

- ⊘ What is the most descriptive way to group different people so that an outsider could understand the different behavioural models?

EXECUTION

PROFILING

Identify people's different drivers for decision-making when analysing the interviews. Please note that these might differ greatly from the descriptions used during interviews.

These can include:
- backgrounds and values
- efficiency benefits
- financial benefits
- collective responsibility, solidarity
- opinion leadership (authorities, commonly accepted truth)
- inspiration and creativity
- tradition/custom
- eco-friendly living (as just one of them).

Remember the most relevant viewpoints are the ones that help the reader to distinguish the differences between the groups. Also identify and describe the characteristics of each profile group and write descriptions to be used in a quantitative survey. Now you have profile hypotheses to be validated. ●

MATERIALS AVAILABLE FOR PROFILING (REQUEST FROM CONTACT PERSON)

Example of one interview outline

Example of how to evaluate interviews

Info about profiling

EXECUTION

CLUSTER ANALYSIS

Use a quantitative survey to validate your hypothetical profiles, find out the profile group sizes and link the average demographic background information to the groups. Use a representative sample of N1000+ of the population.

Survey form content:
- Demographic background information
- Attitude statements for exploring:
  → consumption habits and choices
  → resource-wise motives and bottlenecks
- Attractiveness and the use of resource-wise actions

Create the final analysis based on the survey but tell the story by enriching the validated profiles with interview insights. Again, remember that the most relevant content helps the reader distinguish the difference between the groups and to use them in business development. ●

MATERIALS AVAILABLE FOR QUANTITATIVE PHASE (REQUEST FROM CONTACT PERSON)

Survey questions
for quantitative phase

NOTE
These change according to your hypotheses profiles. This material is just to give you a kickstart.

THEN WHAT?

Once the motivation profiling is done, the actual work starts. Businesses and organizations can use the profiles to:

- ⊘ clarify their development needs and goals;
- ⊘ identify their potential target groups;
- ⊘ look at their products, services and communications through the eyes of a selected target group;
- ⊘ put the development ideas into action.

MEDIA RELATIONS

Contact your local media and provide them with the results. Sometimes the media is interested in new kinds of sustainable content. This study provides them with a new insight into an easy way to publish and is intriguing for readers because it is essentially about them. ●

ADDITIONAL RESOURCES AND CONTACTS

FINLAND: MOTIVATION PROFILES STUDY

A process description of the project. Includes a complete workbook for applying the profiles in real life, with interview questions, a sample interview analysis, a sample quantitative survey and more.

➲ sitra.fi/en/publications/what-motivates-smart-consumption-using-motivation-profiles-to-support-business-planning

100 SMART EVERYDAY CHOICES

These are calculated for Finns and are based on their consumption calculations but are also useful for other countries and regions.

➲ sitra.fi/en/projects/100-smart-ways-to-live-sustainably

CONTACTS

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